

Day in and day out, it is that this big store endeavors to meet the needs of those who look to it for the Dry Goods necessities of life. Honestly, sincerely striving to render a still greater service—a more beneficial service. To a lot of folks the name PERKINS means more than mere Dry Goods—and so on and on we strive. This store welcomes a visitor at all times.

Perkins

Values Based On
Quality

While we are standing upon the very threshold of a new season, this big store has not overlooked the practical, economical viewpoint of those who each season are eager to take advantage of lowered prices on such items that offer real buying privileges, therefore we here announce our last final reductions on all WINTER READY-TO-WEAR with the view of clearing our stocks in a shorter length of time than ever before. The reductions are most unusual and much interest will center around the Ready-to-Wear section the next few days.



Style, Quality and Value

IN READY-TO-WEAR FOR SPRING TIME.

Friday and Saturday

Ladies' Coats

A limited lot of Ladies' Long Cloth Coats, no two alike, each Coat a wonder value at our special price, choice \$9.85.

\$9.85

Ladies' Coats

A limited lot of Ladies' Long Cloth Coats, embracing original values more than twice our special clearance price, choice any Coat in the lot for only \$5.95.

\$5.95

Three Groups Wool Dresses

\$9.89

\$13.89

\$19.89

Lot No. 1—Wool Dresses of popular materials, favored models, braid and self-trimmed choice of the lot \$9.89

Lot No. 2—Wool Dresses—Many of the season's most favored models will be found in this group, for final clearance, take your choice \$13.89

Lot No. 3—Wool Dresses—Many of the season's most popular models, wonderful quality materials, your choice of this group for only \$19.89

Three Groups Silk Dresses

\$12.98

\$9.89

\$19.89

One special group Silk Dresses, all popular styles and silk materials, for final clearance choice of the lot only \$12.98

Dresses that will be serviceable throughout the approaching season, late Winter styles, choice of the lot only \$9.89

Many of our finest models of Silk Dresses have been assembled in this lot for final clearance, your choice \$19.89

Special Items for Friday and Saturday Shoppers

New Muslin Gowns 48c—Special one lot dainty new muslin gowns, well made of choice materials featured special at each 48c

New Muslin Teddies 59c—One big lot New Muslin Teddies in white and flesh, dainty trimmed with laces and embroideries, choice of the lot only 59c

New Muslin Teddies 98c—One lot dainty Muslin Teddies, made of very sheer materials, trimmed with laces and imitation handwork, priced special only 98c

Silk Camisoles 98c—A choice lot of Silk Camisoles with lace yokes in Satin and Crepe de Chine our special price each, only 98c

Muslin Gowns 88c—One special lot new Muslin Gowns, daintily trimmed with laces and embroidery, priced special each 88c

New White Goods 49c—We feature one special lot new white goods all popular materials in this lot for Friday and Saturday only yd. 49c

New White Goods 33c—One special lot White Goods, consisting of all popular materials for Spring, featured special at per yard only 33c

Spring Gingham 19c—We feature over a thousand yards new bookfold Dress Gingham in popular Spring patterns at per yard 19c

Plaid Serge 1.98—Special lot all wool plaids attractive assortment of rich bold plaids, featured special at per yard only \$1.98

Dimity Checks 15c—Over five hundred yards popular white Dimity Checks, a very unusual quality, featured special at per yard for Friday and Saturday only 15c

New Fancy Crepes 39c—Big assortment butterfly and Floral pattern underwear Crepes, a very popular material, for underwear, etc. featured special per yard only 39c

5 Pair Ladies' Hose \$1.00—Friday and Saturday we offer one lot Ladies' cotton hose regular 25c value, 5 pair for \$1

3 Pair Ladies' Hose \$1—Friday and Saturday we offer ladies fine quality cotton hose, regular 50c sellers, 3 pair for \$1.00

Ladies' \$1.50 Union Suits 98c—One lot Ladies' medium weight best \$1.50 cotton ribbed Unionsuits, all sizes, Friday and Saturday each 98c

Ladies' 75c Shirts and Drawers 39c—

Friday and Saturday one big lot Ladies' Cotton Ribbed Shirts and Drawers, as long as they last per garment only 39c

I WANT TO SEE PERKINS FIRST

It is heard on the streets, in the different ladies clubs, at the parties, in the movie show between reels, and everywhere women throng who each season interest themselves in the "NEW" style tendencies. Each day the big Ready-to-Wear section in the Perkins store is visited by many judges of style in this section—and this store welcomes them each day and happily greets them with "NEW" things of interest upon each visit. And so it is that you hear the expression "I WANT TO SEE PERKINS FIRST" for truly it is PERKINS that shows the "NEW" things first and in the greatest variety. If you have not viewed the "NEW" things at PERKINS we most cordially invite you into this store upon your next visit to town. Please do so—it will afford us a real pleasure to show you these many, many "NEW" things.

New Sport Sweaters

\$4.95

The SWEATER or knitted OVER-BLOUSE promises to play a great part in spring attire. We have just received a wonderful variety of these new accessories and invite inspection. They come in a wonderful color assortment and are made according to the practical, sensible "tuxedo" type—at \$4.95 we feature many—others at \$6.95 up to \$12.50 and \$14.85

Special Sale New Blouses

For Friday and Saturday we place on Sale more than a dozen different styles in Satin and Crepe de Chine Blouses—the very newest they are and decidedly different from styles previously shown, a wide range of new spring colors, tailored and trimmed styles. Our special price—

\$2.98

New Coat Suits

The "NEW" Coat Suits hold more than usual interest for the women appreciating originality in its simplest form. "Clever" is the expression often heard by those who interest themselves in these interpretations of what fashion has dictated—for the present one finds the Spring Coat Suits revealing the grace and charm of a jaunty little Cape—the skirt slightly longer than in previous seasons though true to the tailors art in adding just enough fullness to conform to the flaring gracefulness of the Cape-Coat. While the Cape-Coat effect is seemingly the season's favored novelty it by no means expresses that undefinable individuality embodied in the more practical, tailored types of which we show more than a half score of different creations—materials are inclined toward PICQUETINE while coarse and finely woven TRYCOTINES share equal in popularity. Again Perkins Ready-to-Wear buyers have demonstrated their ability to unmatchably present a rare combination of STYLE, QUALITY and VALUE in COAT SUITS at prices within bounds of reason. We of course, find pleasure in presenting these Coat Suits for your inspection.

\$24.75

29.75

34.75

Sport Capes and Coats

Fashion has truly hit upon the desires of every woman's heart in the creation of the three-quarter length CAPE as the utility accessory for the Spring wardrobe. This is evidenced by the increasing interest each day in the complete showing of Capes now in the Ready-to-Wear section. Color in the most glaring effects, unadorned, is rightly expressing the richness, the beauty so vividly portrayed in the season's mostly favored outer garments—the CAPE. The soft tone materials eliminating entirely coarse woven materials have favor and well as it thus for in this manner is presented the charm heretofore undeveloped by the usage of subdued colors in the creation of outer garmentry. Of course we find more than what we would term as SPORT CAPES in the new creation for SPRING; for instance the CAPE COAT of rare quality PICQUETINE presented in a variety of very practical colors which will undoubtedly appeal to the woman seeking the very utmost in style and refinement in the more subdued form. Our price range is an attractive feature of our "New" showing of CAPE and CAPE COATS

\$ 9.85

12.75

16.85

Silk Dresses

The SPRING DRESS so dear to every woman is here in a far more pleasing variety of style than was it ever before our privilege to present this early in the season. Taffeta has made possible many new ideas in the development of Spring in Dresses and is seemingly the favored material, yet one finds many pleasing interpretations developed in finest Crepes and Satins. Color harmony was never so pleasingly presented. Close fitting waistlines have favor while semi-flaring skirts with the liberal usage of ruffles and tunica present an unusual air of youthfulness and beauty not seen in Dresses in many seasons. Wool trimmings are noticeable again, yet the semi-trimmed Dress with little touches of color brought out by the use of braids, metallic and leather ornaments are seemingly greatly in favor. We readily express our sincere belief that no where will one find a more complete showing of "NEW" Dress for the approaching springtime than here and certainly one will instantly recognize in these Dresses that happy combination always found in such "NEW" things at PERKINS STYLE, QUALITY and VALUE—note the unusual price range.

\$12.75

14.85

19.75

Perkins Bros
COMPANY.

DURANT, OKLAHOMA